

# 'We are incredibly lucky to enjoy the constant media attention to everything royal.'

**Carolyn Robb**, co-founder, The Royal Touch

## Princely Products

**By Robert Klara** Maybe your house isn't a palace, but Carolyn Robb would still like to sell you a few royal accessories.



**Fast Chat**

When you spend 10 years at Kensington Palace as the personal chef for Prince Charles and the boys, how do you get a better cooking gig? You can't. So Carolyn Robb became a brand marketer instead. Robb's company, The Royal Touch, places her regal imprimatur on a choice collection of culinary and lifestyle goods. It just opened a boutique bakery in Japan and has a variety of domestic deals simmering too. Robb set her ladle down for a few minutes to tell us about her plans.

**Adweek: The Royal Touch recently introduced a cutlery line in Germany and a cookware collection in South Korea. Any plans for the U.S. market?**

We are in development of The Royal Touch Cake Collection, an exclusive line of

gourmet cakes for a supermarket chain. We've received much attention for my Chocolate Biscuit Cake that I frequently made for princes William and Harry when they were young.

**While your expertise is culinary, a royal standard can theoretically apply to almost any household item. Can we expect to see, say, royal draperies at some point?**

It is our hope to have The Royal Touch Furniture Collection, Paper Collection and Textile Collection within 18 to 24 months. Each genre will be headed by a world-class expert with a royal pedigree.

**Well, to that end, you took aboard Sarah Champier, who was Royal Florist for 11 years. When can I order royal roses for my table?**

We're in contact with leading floral suppliers and hope during the first quarter of 2013 to roll out The Royal Touch Floral Collection.

**Since you're staking your own reputation on the brands you anoint, I'm guessing you're pretty careful about the ones you pick.**

We are quite fanatical about our due diligence and approval process. We cannot afford one mistake.

**What's the psychology behind your brand—people hoping for a little royal mystique in their lives?** Customers react for different reasons, including the status factor—allowing consumers to feel a little "touch of royalty."

**It seems like there's a touch of royalty (or a member of the royal family) in the news every day. Is that basically free marketing?**

We are incredibly lucky to enjoy the constant media attention to everything royal.

**Diamond Jubilee Hatbox Bouquet**

